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COMMITTEE MEETING
STATE OF CALIFORNIA
INTEGRATED WASTE MANAGEMENT BOARD
SUSTAINABILITY AND MARKET DEVELOPMENT COMMITTEE

JOE SERNA, JR., CALEPA BUILDING
1001 I STREET
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COASTAL HEARING ROOM
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TUESDAY, MARCH 7, 2006
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PETERS SHORTHAND REPORTING CORPORATION (916) 362-2345

APPEARANCES

COMMITTEE MEMBERS

Ms. Cheryl Peace

Ms. Patricia Wiggins

BOARD MEMBER ALSO PRESENT

Mr. Jeffrey Danzinger

Ms. Rosalie Mul

STAFF

Mr. Mark Leary, Executive Director

Ms. Julie Nauman, Chief Deputy Director

Ms. Debbie Balluch, Executive Assistant

Mr. Elliot Block, Staff Counsel

Mr. Steve Boyd, Staff

Ms. Terri Edwards, Staff

Mr. Bill Orr, Branch Manager, Recycling Technologies

Mr. Zane Poulson, Staff

Mr. John Smith, Acting Deputy Director

Ms. Lorraine Van Kekerix, Acting Deputy Director,
Diversion, Planning, and Local Assistance Division

ALSO PRESENT

Ms. Monica Cochran, County of Lassen

Ms. Leslie Kline, Recycling Coordinator, Fresno County

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1 PROCEEDINGS

2 ACTING CHAIRPERSON PEACE: Good morning, and
3 welcome to the Sustainability and Market Development
4 Committee for March 7th, 2006. I will be Chairing the
5 Committee this morning in Chair Petersen's absence. Gary
6 is out ill. I know we all wish him a speedy recovery.

7 So let's begin. Deb, do you want to call the
8 roll?

9 EXECUTIVE ASSISTANCE BALLUCH: Peace?

10 ACTING CHAIRPERSON PEACE: Here.

11 EXECUTIVE ASSISTANT BALLUCH: Wiggins?

12 COMMITTEE MEMBER WIGGINS: Here.

13 EXECUTIVE ASSISTANT BALLUCH: Petersen?

14 ACTING CHAIRPERSON PEACE: Let the record show
15 again that he is out ill today.

16 Also let the record show that Board Member Jeff
17 Danzinger and Board Member Rosalie Mulé are also here.
18 Thank you both for being here. Appreciate that.

19 I guess at this time I need to remind you to turn
20 off your cell phones, put them on vibrate or the meeting
21 mode. There are agendas on the back table. And if
22 there's anyone who would like to address the Committee,
23 fill out a speaker slip, and bring it to Ms. Balluch here.

24 Are there any ex partes? Up to date?

25 COMMITTEE MEMBER WIGGINS: No. Up to date.

1 ACTING CHAIRPERSON PEACE: I'm also up to date.

2 We should have a really quick meeting here today.

3 We'll be hearing Items 13 and 14. Item 15 apparently has

4 been pulled. Items 17 and 1 will be kicked to the full

5 Board so we can have a more in-depth discussion with all

6 the Board members present on the RMDZ Program.

7 We will hear apparently Item 16 because we have a

8 speaker that would like to speak on Item 16. So we will

9 hear that item on the Northeastern California RMDZ, but

10 this item will also go to the full Board for

11 consideration.

12 And I believe that leads us to the Deputy

13 Director's Report.

14 ACTING DEPUTY DIRECTOR VAN KEKERIX: Good

15 morning, Board members. I'm Lorraine Van Kekerix, the

16 Acting Deputy Director for the Diversion, Planning, and

17 Local Assistance Division.

18 Since we have a short agenda, I've added one or

19 two more items to the Deputy Director Report to let you

20 know of the kinds of things we're doing down in DPLA these

21 days.

22 First of all, we had a very successful event that

23 we helped to partner, the Venues and Events Waste

24 Reduction Workshop and Tour that was held in Oakland on

25 February 28th. The Board partnered and worked

1 cooperatively with several organizations on this workshop.
2 And our partners included the Venues and Special Events
3 Recycling Council of the California Resource Recovery
4 Association, the City of San Francisco, the Department of
5 Conservation, Alameda County, the United States
6 Environmental Protection Agency, and the Solid Waste
7 Association of North America.

8 The one-day workshop focused on the requirements
9 of AB 2176, the Venue and Event Waste Reduction Mandate
10 Bill, and Eric Bissinger with the Office of Local
11 Assistance made a presentation on the requirements of that
12 bill. Originally, this workshop was intended to target
13 the Bay Area. But there was overwhelming response, and
14 there were attendees from all over the state representing
15 local governments, consulting firms, and hauling
16 companies. The target audience was anticipated to be
17 about 70. However, they had to close registration when it
18 hit 160 attendees because of space concerns in the room.

19 Given the amount of interest, staff will be
20 working with this group to begin planning for a similar
21 informational workshop to be held here in Sacramento,
22 because there's such overwhelming demand to get this kind
23 of information.

24 The workshop was followed by a tour of the
25 Oakland Arena and the Coliseum to learn of their recycling

1 and composting collection programs which include
2 cornstarch based plastic compostable cups. So this was a
3 very successful event. And as I said, we'll be looking to
4 get something similar happening up here in Sacramento.

5 Then I wanted to report to you on the Wal-Mart
6 Plastic Bag Recycling Program. Wal-Mart initiated a
7 Plastic Bag Recycling Program, and our Office of Local
8 Assistance staff has worked with them on implementation of
9 the Kids Recycling Challenge. Our staff worked
10 extensively with the Desert Sands Unified School District.
11 They were part of the Board's Environmental Ambassador
12 Program from 2003 to 2005. And as I reported to you a
13 month or so ago, they're continuing on, and our Board
14 staff is continuing to assist them.

15 The program that Wal-Mart developed was initially
16 debuted in limited markets in the Palm Springs area and
17 Salt Lake City earlier in May of 2005. Wal-Mart is
18 preparing to expand the program throughout California and
19 create the largest Plastic Bag Recycling Program of its
20 kind. The initial pilot program earned more than \$100,000
21 for elementary schools and removed over 100 tons of
22 plastics from the waste stream. Within the Palm Springs
23 area, Washington Charter School topped all of the
24 participating Palm Springs area schools by filling 434
25 collection bags, or 6,944 pounds, from September to

1 December. They earned \$5 per collection bag, and they
2 also received the \$1500 grand prize from Wal-Mart.
3 Collectively, the 51 Palm Springs area schools filled a
4 total of 2,301 collection bags, or about 18.3 tons, and
5 earned \$14,505 in the process.

6 Upon full implementation of this Wal-Mart
7 program, the program will work with interested elementary
8 schools to develop plastic shopping and grocery bag
9 collection programs at the schools. And the Office of
10 Local Assistance staff that are working on schools
11 diversion will be continuing to work to roll this out to
12 more and more schools.

13 The next item I have to tell you about is the
14 Local Government Annual Report submittals. The 2004
15 Annual Report submittals were due to the Board on March
16 1st of 2006. To date, we have received 352 annual reports
17 out of 424 annual reports that were due. Staff is
18 continuing to remind jurisdictions that have not submitted
19 their annual reports that they need to get those reports
20 submitted. And for annual reports that have been
21 submitted, staff is working on a completeness review to
22 make sure that all of the information is included as is
23 required by statute. Once OLA staff finds that the
24 jurisdictions have submitted complete annual reports, they
25 will begin the 2003-04 biannual review process, and you

1 will get more information on that at the workshop on
2 planning and review processes that starts this afternoon
3 at 1:30 in this room.

4 And, finally, I want to give you an update on
5 State Agencies. At the February 2006 Board meeting, you
6 determined that a number of State Agencies were
7 noncompliant. And as directed by the Board, we have sent
8 a letter to the eight State Agencies that did not submit
9 written information on how they intend to meet the
10 50 percent diversion requirement. We have asked these
11 agencies to submit information that we will include in a
12 letter to the Legislature. And once we receive those
13 submittals, we will send the letter over to the
14 Legislature. It will include all of the agencies that did
15 not achieve 50 percent as well as the information that
16 those agencies submitted to us.

17 And that concludes my Deputy Director Report.

18 ACTING CHAIRPERSON PEACE: Okay. Any questions
19 or comments? I guess we can get started.

20 ACTING DEPUTY DIRECTOR VAN KEKERIX: Okay.
21 Agenda Item A, Number 13 for the Board meeting, is
22 Consideration of the Amended Nondisposal Facility Element
23 for the Unincorporated Area of San Diego County. And Zane
24 Poulson of the Office of Local Assistance will be
25 presenting.

1 MR. POULSON: Good morning, Committee members.

2 The Unincorporated San Diego County has amended
3 its Nondisposal Facility Element, or NDFE, by identifying
4 and describing nine additional existing or new facilities
5 and by removing four sites that are no longer operational
6 in the county. The County has submitted all required
7 documentation for the NDFE, and therefore staff recommends
8 approval of the amendment to the County's NDFE.

9 This concludes my presentation. Thank you.

10 ACTING CHAIRPERSON PEACE: Any questions or
11 comments?

12 BOARD MEMBER MULÉ: I have a question. Good
13 morning, Zane. I just have a question about a couple of
14 these facilities. For I think it's letter E and F, I
15 notice they were C&D facilities. And are permits required
16 for them, for those two facilities?

17 MR. POULSON: These are very small C&D
18 facilities. I believe they have local permits, but
19 they're not full solid waste facilities. So they don't
20 require the full solid waste facility permits. There are
21 limited on how much material they can take. And there is
22 a limit on the amount of material that can be disposed
23 from there.

24 BOARD MEMBER MULÉ: Because I noticed for E, the
25 daily capacity is 174 tons per day. But then on the next

1 facility, the Iron Horse Facility, it says daily volume is
2 not to exceed 1500 tons a day. And I believe that moves
3 us into a permit tier -- no. Well, again, I just want to
4 make sure that if there is a permit requirement -- Mr.
5 Block.

6 STAFF COUNSEL BLOCK: Elliot Block from the Legal
7 Office.

8 It's actually really difficult to tell from the
9 description in these agenda items without knowing for
10 sure. The point I guess I'd want to make on the record is
11 the way the NDFE's are set up, jurisdictions are allowed
12 to include additional facilities. They're required to
13 have permitted -- facilities that require a permit. They
14 are also allowed to include other facilities if they'd
15 like to include those on the list. So they might be --
16 even though they don't require a solid waste facilities
17 permit, and that's why it's difficult to tell here. And
18 again if you look at the Facility F, the Iron Horse
19 Facility, it does note that the diversion rate is 99
20 percent. So it's possible that even though the tonnage
21 amount is as high as it is, it might still not be
22 requiring a permit. But again there's not enough detail
23 here. We can find out --

24 BOARD MEMBER MULÉ: Okay.

25 STAFF COUNSEL BLOCK: -- before the Board meeting

1 for you. But even if it doesn't require a permit, they
2 are allowed to include it in the NDFE.

3 BOARD MEMBER MULÉ: Thank you.

4 ACTING CHAIRPERSON PEACE: Any other questions,
5 comments? Is there a motion?

6 COMMITTEE MEMBER WIGGINS: I will move it. I
7 move Resolution 2006-12 for acceptance.

8 ACTING CHAIRPERSON PEACE: And I second that.
9 Would you like to take the roll?

10 EXECUTIVE ASSISTANT BALLUCH: Wiggins?

11 COMMITTEE MEMBER WIGGINS: Aye.

12 EXECUTIVE ASSISTANCE BALLUCH: Peace?

13 ACTING CHAIRPERSON PEACE: Aye.

14 Did you want to get more clarification on that,
15 or is there any objection to putting this on consent?

16 BOARD MEMBER MULÉ: No. We can put it on
17 consent, but I would appreciate it if staff can get back
18 to me on that.

19 STAFF COUNSEL BLOCK: We'll take care of that.

20 ACTING CHAIRPERSON PEACE: If there's no
21 objection, we'll place this on consent. Next item.

22 Did I need to repeat that for the record? We had
23 a motion by Board Member Wiggins, a second by Board Member
24 Peace. And we'll place that item on consent. Did I take
25 the roll? Did I do that?

1 Next item.

2 ACTING DEPUTY DIRECTOR VAN KEKERIX: Next item is
3 Consideration of the Five-Year Review Report of the
4 Countywide Integrated Waste Management Plan for the County
5 of Fresno. And Terri Edwards will be giving the
6 presentation.

7 MS. EDWARDS: Good morning, Board members.

8 Each County is required to review its Countywide
9 Integrated Waste Management Plan every five years to
10 determine if any revisions are necessary. Fresno County
11 has submitted the first five-year review report of its
12 Countywide Plan. The County determined that revision of
13 the County's plan was not necessary at this time. Board
14 staff has evaluated the County's report and determined
15 that the required elements for a five-year review have
16 been addressed. Therefore, it is staff's recommendation
17 that the Board approve the County's assessment that no
18 revision is necessary. Board staff and a representative
19 from the County are present to answer any questions you
20 may have.

21 This concludes my presentation. Thank you.

22 ACTING CHAIRPERSON PEACE: Does anybody have any
23 questions or comments?

24 COMMITTEE MEMBER WIGGINS: I would just like to
25 comment that the staff write-up, especially starting for

1 the basis of the staff's analysis, was really interesting.
2 I really enjoyed reading this, the geographic and the way
3 the population is disbursed and so forth. Anyway, that
4 was good.

5 MS. EDWARDS: Thank you.

6 ACTING CHAIRPERSON PEACE: If anyone is here, I'd
7 like to ask a couple questions.

8 MS. EDWARDS: Leslie Kline from the County of
9 Fresno.

10 ACTING CHAIRPERSON PEACE: I'm just curious as
11 I'm reading through this, does the County of Fresno have a
12 C&D facility ordinance?

13 MS. KLINE: Yes. Well, actually the County's
14 construction/demolition ordinance is a ban at local
15 landfill, County-operated landfills.

16 ACTING CHAIRPERSON PEACE: Great. Also a couple
17 times you mentioned public education. Do you require
18 like -- do you have quarterly newsletters or something
19 that goes out to the residents and businesses to let them
20 know of your programs?

21 MS. KLINE: Our current quarterly newsletter goes
22 out to the jurisdictions, to the representatives from the
23 jurisdictions. We don't distribute a newsletter to the
24 residents of the county.

25 ACTING CHAIRPERSON PEACE: Do the residents get

1 any kind of information from anyone?

2 MS. KLINE: Each of the jurisdictions do their
3 own quarterly newsletter. And the County is just now
4 implementing its curbside program. And in the contract
5 that the County has with the haulers and the
6 unincorporated, they will be required to publish a
7 quarterly newsletter to all their clients.

8 ACTING CHAIRPERSON PEACE: That's great. Thank
9 you.

10 Any other questions or comments? Do we have a
11 motion?

12 COMMITTEE MEMBER WIGGINS: Yes. I'm always used
13 to you as the senior member bringing the motions forward.

14 I move acceptance of Resolution 2006-27.

15 ACTING CHAIRPERSON PEACE: And I will second
16 that. So we have a motion by Board Member Wiggins and a
17 second by Board Member Peace. Call the roll.

18 EXECUTIVE ASSISTANT BALLUCH: Wiggins?

19 COMMITTEE MEMBER WIGGINS: Aye.

20 EXECUTIVE ASSISTANCE BALLUCH: Peace?

21 ACTING CHAIRPERSON PEACE: Aye.

22 If there is no objection, I'll go ahead and put
23 this one on consent also.

24 Next item.

25 ACTING DEPUTY DIRECTOR SMITH: Are you ready to

1 go with the rest? Good morning. I'm John Smith. I'm the
2 Acting Deputy Director for Waste Prevention and Market
3 Development for March. I will start out with the Deputy
4 Director's Report. We have a few things to talk about.

5 Board staff held stakeholder meetings as a part
6 of an ongoing collaborative process to increase plastic
7 containers and film recovery on Tuesday, February 28th.
8 These meetings were a follow-up on a kick-off meeting held
9 January 25th where we had excellent participation and
10 generated valuable feedback for Board staff in regards to
11 the collaborative process and key stakeholders process and
12 timelines and objectives.

13 Relating to the Container Recovery Group, it met
14 to discuss and evaluate primary barriers to the increased
15 recovery of plastic containers and agreed that four
16 working groups would be established that would examine
17 priority issues in greater detail over the next several
18 months. They would then report back to the larger group
19 like the film group did last year. These working groups
20 include collection, processing, markets, and education.
21 The priority issues they identified were to assess
22 California's collection and processing infrastructure,
23 address collection issues relating to on-the-go use of
24 beverage containers, large venue recycling, multi-family
25 collection, and lack of rural collection opportunities.

1 The other priorities included assessing the need for
2 better automated sorting technologies, increasing
3 processing capability, address confusion over what is
4 recyclable and what isn't, analysis of existing markets
5 and identifying gaps in those markets, and assess a
6 postconsumer quality needs by market segment.

7 The one thing that was missing with the Container
8 Group was there was several key participants missing.
9 Those included representatives from the solid waste
10 hauling industry, plastic processors, local governments,
11 CRV recyclers, and container manufacturers. Staff will
12 continue to do outreach to these groups, but the Board may
13 need to assist staff in securing regular participation of
14 these groups.

15 Related to the second group, the film recovery
16 group, which has been more established, they met to
17 discuss the proposed projects for increased residential,
18 commercial, and ag film collection and processing. Some
19 progress has been made in identifying potential sites for
20 wash lines and consolidated points related to ag film,
21 specifically in Tulare and the central coast regions.
22 However, there was little discussion about commercial and
23 residential collection programs. Again, in this area we
24 certainly could use the help of the Board in bringing in
25 those key stakeholders from local government, haulers,

1 recyclers, grocery industry, ag industry, and large retail
2 outlets.

3 Board staff will continue to meet with the film
4 stakeholders group in an effort to identify specific tasks
5 and resources for implementing priority projects which
6 include siting and ag film collection of point and wash
7 lines, promoting grocery and merchandise bag recovery at
8 retail outlets, promoting bag recovery through curbside
9 collection, promoting the recovery of stretch wrap at
10 commercial distribution centers and the big box stores.
11 Staff anticipates the next round of meetings for both
12 these groups will be conducted March 28th here at the
13 Cal/EPA headquarters. Bill Orr I believe is here to
14 answer any specific questions you may have on those two
15 groups and the progress to date.

16 And moving on, representatives from three
17 branches attended the World Ag Exposition in Tulare County
18 on the 14th through the 16th of 2006. And for those of
19 you that have never been there, it is a huge ag expo. We
20 had staff manning a booth for RecycleStore. We also had
21 people from the plastic units trying to gain more
22 information on ag film in the central valley. And we also
23 had local assistance.

24 With RecycleStore, we were trying to promote the
25 green products made in RMDZs. We also were trying to find

1 new zone businesses for the program and to find potential
2 loan applicants. The plastic industry, like I said, was
3 trying to engage the growers and the ag industry about
4 discussions of recovering ag film.

5 The Office of Local Assistance was there to
6 outreach to the general public, and in particular central
7 valley residents, and told them about the Board's
8 recycling programs. And here are the results. We gave
9 out about 450 coasters that are made -- tire-derived
10 coasters that have our RecycleStore information on it. We
11 had based on a query of the RMDZ businesses that were
12 there, they've indicated so far that they've got \$15,000
13 in products as a result of their contacts at the trade
14 show. We got three additional prospects for the
15 RecycleStore. And zone technical assistance staff met
16 with six potential loan prospects. So I think we felt it
17 was a very productive event and one that we may want to
18 include next year. Yes.

19 COMMITTEE MEMBER WIGGINS: Where and when was
20 this?

21 ACTING DEPUTY DIRECTOR SMITH: Tulare. It's an
22 annual international event in Tulare each year.

23 COMMITTEE MEMBER WIGGINS: Thank you.

24 ACTING DEPUTY DIRECTOR SMITH: But if you go, get
25 your reservations early, or you'll have to bus in from

1 Fresno.

2 ACTING CHAIRPERSON PEACE: Was this ag expo
3 bigger than the one that was in Stockton we were involved
4 in?

5 ACTING DEPUTY DIRECTOR SMITH: Much, much bigger.
6 This is a premier event. There are representatives
7 actually from China and other far eastern nations.

8 ACTING CHAIRPERSON PEACE: Do you know why it was
9 we decided to hook up with the Stockton Ag Expo and not
10 with the Tulare one that was bigger?

11 ACTING DEPUTY DIRECTOR SMITH: I mean, this was
12 very successful.

13 ACTING CHAIRPERSON PEACE: It sounds great. I'm
14 glad we had a presence there.

15 ACTING DEPUTY DIRECTOR SMITH: Certainly we see
16 it as a potential venue, especially as we're pursuing more
17 in terms of the ag film and agricultural related
18 industries.

19 BRANCH MANAGER ORR: This is Bill Orr with the
20 Recycling Technologies Branch. I can answer why we
21 decided to partner with the Stockton Ag expo. That's
22 because they already had an established recycling
23 exposition within the overall trade show or within the
24 overall farm show. So the Tulare show doesn't have a
25 reexpo as part of it. That's why we partnered with one

1 closer in Stockton.

2 ACTING CHAIRPERSON PEACE: Sounds good like we
3 had a presence there at least.

4 ACTING DEPUTY DIRECTOR SMITH: There's a Board
5 Emerging Technology Forum that will be held the 17th and
6 18th of April at the Sacramento Convention Center. The
7 goal of the Forum is to bring together the various
8 stakeholders on this issue from the scientific community,
9 environmental organizations, solid waste industry, energy
10 industry, and local and state reps and also outreach to
11 appropriate media to hear and discuss the most current
12 issues related to noncombustion thermal, chemical, and
13 biological energy generation alternatives to land
14 disposal. By providing the interested parties with this
15 information, it is with the same up to date and accurate
16 information on these technologies we hope to determine if
17 there's additional data gaps that need to be addressed.

18 The Forum will have speakers from several
19 companies with operating foreign facilities. We'll have
20 local and state officials and more. So it should be a
21 very interesting and informative event. And if you want
22 more information on the Forum, we direct you to our
23 conversion technologies web page. And there you can get
24 all the information on registration and information on the
25 Forum itself.

1 And lastly, thanks to the support of the
2 administrative division and executive staff of the Board,
3 the Electronic Waste Recycling Program is recruiting and
4 interviewing retired annuitants to fill the gapping holes
5 left by the recent departure of staff to process claims.
6 The new staff we hope to have in place next week will
7 assist in the detailed review of the recycler payment
8 claims. The retired annuitants will bridge the gap
9 between now and July when several permanent positions are
10 in the proposed Governor's budget.

11 ACTING CHAIRPERSON PEACE: That's great to hear
12 we'll finally get some help down there. Are there any
13 other questions or comments?

14 ACTING DEPUTY DIRECTOR SMITH: I believe they're
15 interviewing them now.

16 I'm sorry. I didn't properly acknowledge the
17 Chair Peace and Committee Member Wiggins and Board Member
18 Mulé and Jeff Danzinger. And welcome back, Jeff.

19 ACTING CHAIRPERSON PEACE: Okay.

20 ACTING DEPUTY DIRECTOR SMITH: So since the
21 representative from Northeastern California Zone is here
22 today, we're just going to take some input on that item.
23 So that is number --

24 ACTING CHAIRPERSON PEACE: 16.

25 ACTING DEPUTY DIRECTOR SMITH: Yeah, Number 16.

1 And it's Consideration of the Application to Redesignate
2 the Northeastern California Recycling Market Development
3 Zone. And Steve Boyd will provide kind of a brief
4 overview for you. And then Monica Cochran from the zone
5 will provide more detail for you and answer the questions.

6 COMMITTEE MEMBER WIGGINS: I have a quick
7 question. So we're not going to hear this item for a
8 vote?

9 ACTING CHAIRPERSON PEACE: No. We're going to
10 hear it, because the speakers are already here. We'll
11 hear what they have to say and put it to the full Board.

12 MR. BOYD: We're going to give you a very
13 abbreviated presentation here. Good morning, Members.
14 For the record, I'm Steve Boyd with the Board's Recycling
15 Business Assistance Section. And at the risk of annoying
16 my Branch Manager, I do want to change the number he gave
17 you. He said we passed out 450 coasters for the
18 RecycleStore, and actually it was 4,500.

19 ACTING DEPUTY DIRECTOR SMITH: I apologize.

20 MR. BOYD: And those numbers are really important
21 to us, and a magnitude of 100. I'm sorry, John.

22 This item requests the Board to consider
23 approving the redesignation of the Northeastern California
24 Recycling Market Development Zone. And this zone is the
25 last of the original RMDZs that's requesting

1 redesignation. The zone is comprised of Lassen, Modoc,
2 and Plumas County and their respective cities of
3 Susanville, Alturas, and Portolla. The Northeastern
4 California RMDZ is administered by Lassen County's Chief
5 of Economic Development working within the County
6 Community Development Division.

7 Now, the RMDZ Program is different things to
8 different jurisdictions. And as an example in an urban
9 RMDZ, our program actually supports a recycling
10 infrastructure that due to a favorable financial economy
11 of scale already has an in-place recycling infrastructure.
12 In the case of Northeastern, the Northeastern California
13 Zone, that has a challenge to economy of scale when it
14 comes to recycling. The RMDZ Program actually takes on
15 the role of the facilitator or an enabler for the
16 recycling effort.

17 And Monica Cochran, Lassen County's Chief of
18 Economic Development, has braved the elements and traveled
19 a great distance through some lousy weather conditions.
20 We do thank you for the opportunity for her to address the
21 Committee.

22 MS. COCHRAN: Good morning. I just wanted to
23 elaborate a little bit on what Steve said.

24 In the larger urban areas, there's already
25 recycling markets in place. In Northeastern California,

1 there's not an economy of scale, so it makes it a little
2 bit difficult. And the RMDZ Program has been a
3 facilitator in trying to get the recycling market up and
4 running.

5 And just an example when I was preparing this
6 application and I had to get the different Resolutions
7 from all the counties, cities, and the diversion rates and
8 what have you, I was working with our director of solid
9 waste. And he was in the middle of sending out an RFP for
10 new trash service. And I was just -- because of having to
11 work with them for the RMDZ Program, I was trying to get
12 them to have a mandatory recycling curbside pickup, which
13 we don't have in place right now. And he was telling me
14 there's not an economy of scale. And we just went back
15 and forth.

16 But because of this program, it has put me in
17 contact with him. And I'm working with him to try to make
18 that viable in our area. So that just kind of relays on
19 what Steve was saying how it's helping with getting the
20 recycling market up and running in Lassen County.

21 And like Steve said, we have not had any loans in
22 our area. But we worked with a lot of businesses. In my
23 six years I've been there, I've worked with Steve and some
24 different composters and worked with plastics, and just
25 for different circumstances it didn't work out. But we're

1 still in contact with them. And at the moment, we have
2 the proposal of a huge ski resort in our county that is
3 just at the final stages of doing their EIR. And they're
4 proposing a very green mountain, which I believe when it
5 comes about is going to create a lot of entrepreneurial
6 activities for people that are environmentally sensitive.

7 On top of that, up in the Beaver area which is
8 way off somewhere you guys have probably never heard of,
9 but it's on the edge of Modoc County, there was a mill
10 there that closed down way before I moved to Lassen
11 County. And there's a new owner now. And he's really
12 becoming pretty active in getting the mill up and running
13 and using the wood chips to create power. And we're
14 working with him with different businesses trying to get
15 people to use his excess steam and wood chips and buy
16 electricity. And there's a lot of things he wants to do.
17 So we're working with that, too. But that's pretty much
18 all I have to say, just some examples, unless you have any
19 questions.

20 BOARD MEMBER MULÉ: Monica, I just have a
21 question. Since you've been designated ten years ago and
22 you've been at the job six years, how many businesses
23 would you say have been started or ongoing as a result of
24 your efforts with the RMDZ Program?

25 MS. COCHRAN: You know, a handful, maybe. I

1 didn't start six years ago working with RMDZ. Probably
2 just a few years ago, maybe three. Because I wear a lot
3 of hats, I'm working with different businesses with
4 different economic gardening efforts, but then I pull on
5 the RMDZ hat. And so it's a lot of different hats
6 assisting businesses. But with all of my different hats
7 on, I've probably worked with about 15 businesses. And
8 somehow I always try to pull in RMDZ with that.

9 BOARD MEMBER MULÉ: Great. And it sounds like
10 there's some potential here.

11 MS. COCHRAN: I really believe there is in the
12 next few years, definitely.

13 BOARD MEMBER MULÉ: Thank you.

14 ACTING CHAIRPERSON PEACE: You say in working
15 with these businesses that you're trying to bring in that
16 you always try to bring in the RMDZ. How does what you do
17 and the RMDZ Program interface? What do they provide that
18 you can't?

19 MS. COCHRAN: It's another tool for us to use
20 when helping our local businesses grow or attracting new
21 businesses. We have a whole box of tools to try to help
22 these people in different grants and loans and business
23 assistance and all kinds of resources we have to help
24 them. And the services that the RMDZ Program and our reps
25 provide to us is another tool to help these businesses

1 succeed. We've put in contact probably -- I don't know --
2 maybe in the last couple years three to five businesses in
3 contact with our rep with RMDZ, because they had different
4 ideas that I thought went together with the RMDZ Program.
5 And so then Steve worked with them on getting them up and
6 going or assisting them to move further or trying to see
7 what kind of loans or whatever they might need and if it
8 was a good fit with the RMDZ Program.

9 MR. BOYD: I might comment here, Committee Member
10 Peace.

11 I'm actively working with about ten companies
12 that Monica has referred me to. And I have another maybe
13 ten over the years we've worked with. And the kinds of
14 things that we do, for example, there's been two
15 composters that we've worked with. And, of course, in
16 order for them to go forward within our program, they have
17 to comply with the Board's permit process. And so we
18 serve as a liaison between these businesses and the folks
19 they're going to need to interface with in order to move
20 forward. And I was saving it for the full Board meeting,
21 but we also work very actively with the Correctional
22 Center in Susanville, and we have been successful in
23 diverting their textile materials to other businesses
24 primarily outside the county, but we're still doing the
25 diversion.

1 And Monica put on an inventor's workshop, and she
2 might tell you just a little bit there about what evolved
3 from the inventor's workshop where we focused on
4 introducing recycled content material into any kind of
5 product they might come up with, because -- she can give
6 you the number of the folks that were there. But in
7 reality, some of these folks will be future RMDZ clients
8 I'm sure.

9 MS. COCHRAN: That inventor's workshop was just a
10 couple years ago. And it was on a Wednesday morning,
11 which you would think might not have a good turnout.
12 Actually, it was all day. We had about 30 people come
13 that sat there all day to listen to the presentation and
14 get ideas. And there were a few good -- really good leads
15 that Steve actually worked with after that.

16 A gentleman, just one example -- and this is
17 relevant in our area. But he was creating these devices
18 to make your fences taller so the deer wouldn't jump over
19 and eat your goodies. And he wanted to use some kind of
20 recycled material to create these. So Steve was working
21 with him on that. That was just one lead that came out of
22 the inventor's workshop. It seems like a silly product,
23 but it's needed where we live.

24 ACTING CHAIRPERSON PEACE: Okay. Any other
25 questions?

1 COMMITTEE MEMBER WIGGINS: Yes. Northern
2 California rural counties are economically challenged, so
3 it's a big job to help these businesses get started and
4 flourish. And the diversion rate for your area's about 20
5 percent. And you expect that to change as these companies
6 take hold?

7 MS. COCHRAN: I hope so. The 20 percent I
8 believe is an average for all three counties, is that
9 right, Steve? Yeah. I just hope that helping businesses
10 and/or getting new businesses going might divert some
11 waste out of the waste stream. And hopefully that will
12 help our diversion rate.

13 COMMITTEE MEMBER WIGGINS: That's the idea.

14 MS. COCHRAN: That's the idea. And I definitely
15 think it's needed. I think it's going to hurt us if we
16 don't have it, the tool of RMDZ economically.

17 ACTING CHAIRPERSON PEACE: Okay. Any other
18 questions or comments?

19 Monica, I really appreciate you being here. I
20 know you braved the weather to get here. I'm glad you
21 made it here safely. And I wish you a safe return home.
22 Thank you very much for being here.

23 And we are not going to take a vote on this item.
24 We'll move it also to the full Board so we'll hear all the
25 RMDZ items together.

1 Are there any other questions, comments? Any
2 public comments? No? Gosh they're letting us off easy.
3 I guess this meeting is adjourned.

4 (Thereupon the California Integrated Waste
5 Management Board, Sustainability and Market
6 Development Committee Adjourned at 10:43 a.m.)

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1 CERTIFICATE OF REPORTER

2 I, TIFFANY C. KRAFT, a Certified Shorthand
3 Reporter of the State of California, and Registered
4 Professional Reporter, do hereby certify:

5 That I am a disinterested person herein; that the
6 foregoing hearing was reported in shorthand by me,
7 Tiffany C. Kraft, a Certified Shorthand Reporter of the
8 State of California, and thereafter transcribed into
9 typewriting.

10 I further certify that I am not of counsel or
11 attorney for any of the parties to said hearing nor in any
12 way interested in the outcome of said hearing.

13 IN WITNESS WHEREOF, I have hereunto set my hand
14 this 8th day March, 2006.

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